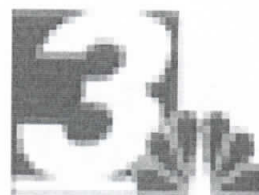


ORDER



WKYC

Orders
Order / Rev: 724381
Alt Order #:
Product Desc: 10/24-10/30
Estimate: 3053
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mandel, J/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	41	\$98,950.00	\$84,107.50
10/29/12	10/30/12	18	\$37,550.00	\$31,917.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$98,950.00	\$84,107.50	0.00
November 2012	18	\$37,550.00	\$31,917.50	0.00
Totals	59	\$136,500.00	\$116,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/24/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	11111--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--		3				\$900.00		0.00			
		Week: 10/29/12	11/04/12	11-----		2				\$900.00		0.00			
2	WKYC	10/24/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	11111--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--		3				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	11-----		2				\$2,000.00		0.00			
3	WKYC	10/24/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	11111--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--111--		3				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	11-----		2				\$2,000.00		0.00			
4	WKYC	10/24/12	10/30/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1				\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$2,000.00		0.00			
5	WKYC	10/24/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1				\$2,000.00		0.00			

Order / Rev: 724381
Alt Order #:
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Mandel, J/ US Senate
Product Desc: 10/24-10/30
Estimate: 3053

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	10/24/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----1-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
6	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1		1			\$2,000.00			0.00			
7	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1		1			\$2,000.00			0.00			
8	WKYC	10/24/12	10/30/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	11111--	:30	5	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3			\$650.00			0.00			
Week:		10/29/12	11/04/12	11-----		2			\$650.00			0.00			
9	WKYC	10/24/12	10/30/12	M-F 2-3p Rachel Ray	CM	2-3p	1-1----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----		1			\$650.00			0.00			
Week:		10/29/12	11/04/12	1-----		1			\$650.00			0.00			
10	WKYC	10/25/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	---TF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2			\$650.00			0.00			
11	WKYC	10/24/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-1--1--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--		1			\$800.00			0.00			
Week:		10/29/12	11/04/12	-1-----		1			\$800.00			0.00			
12	WKYC	10/24/12	10/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	11111--	:30	5	\$3,200.00	P-1	0.00	NM	5	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3			\$3,200.00			0.00			
Week:		10/29/12	11/04/12	11-----		2			\$3,200.00			0.00			
13	WKYC	10/28/12	10/28/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$3,200.00			0.00			
14	WKYC	10/24/12	10/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1			\$6,000.00			0.00			
15	WKYC	10/24/12	10/30/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	11111--	:30	5	\$3,200.00	P-1	0.00	NM	4	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3			\$3,200.00			0.00			
Week:		10/29/12	11/04/12	-1-----		1			\$3,200.00			0.00			
16	WKYC	10/24/12	10/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	1111---	:30	4	\$3,500.00	P-1	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--11---		2			\$3,500.00			0.00			
Week:		10/29/12	11/04/12	11-----		2			\$3,500.00			0.00			
17	WKYC	10/24/12	10/30/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	11111--	:30	5	\$3,200.00	P-1	0.00	NM	5	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--111--		3			\$3,200.00			0.00			
Week:		10/29/12	11/04/12	11-----		2			\$3,200.00			0.00			
18	WKYC	10/24/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a	1-11---	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00

Order / Rev:	724381
Alt Order #:	
Flight Dates:	10/24/12 - 10/30/12

Advertiser:	Mandel, J/ US Senate
Product Desc:	10/24-10/30
Estimate:	3053

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WKYC	10/24/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a	1-11---	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--11---		2				\$2,000.00		0.00			
	Week:	10/29/12	11/04/12	1-----		1				\$2,000.00		0.00			
N19	WKYC	10/28/12	10/28/12	NFL Regular Season FoM NFL Football	CM	NFL Football	-----S	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$18,000.00		0.00			
N20	WKYC	10/24/12	10/30/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p	-----SS	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		3				\$1,200.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
N21	WKYC	10/28/12	10/28/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		1				\$800.00		0.00			
N22	WKYC	10/25/12	10/29/12	Early Today Early Today	CM	4a-430a	---TF--	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		1				\$150.00		0.00			
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00			
													Totals	59	\$136,500.00